

Jan.

Expanding Express WiFi Partnered with Fiam Wi-Fi to roll-out Express Wi-Fi services to densely populated and lower-income areas in Lagos, Nigeria - aiming to connect an additional 50 million Nigerians to the internet over the next decade.

Feb.

Meta

Facebook Marketplace Launch In Nigeria



Rolled out Facebook Marketplace, a place where people can discover, buy and sell items from others in their local communities, simply by tapping on the Marketplace icon or visiting www.facebook,com/marketplace to browse and search for items or

filter by distance or category. Partnered with Junior Achievement Nigeria to roll out Digital Marketing training Empowered young people with Digital Marketing skills and tools to enable them to build their online presence, connect to a larger audience and grow profitable

businesses in a digital society.



Celebrated Safer Internet Day children in online safety, we

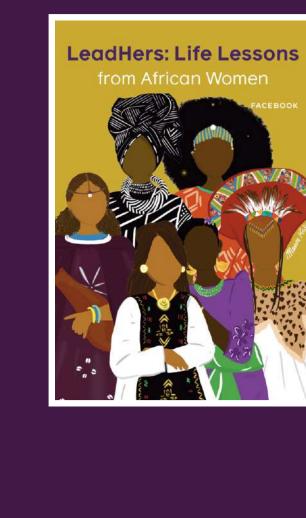
Aimed at educating parents and commemorated Safer Internet Day by partnering with NGOs, celebrities and media titles across Sub-Saharan Africa.



Launched Paid Online Events tool in South Africa to enable content creators and businesses to earn money and thrive on the platform, with users being able to create events, charge people to attend, promote and host, all in one place.

Rolled out Africa's first Paid

Online Events in South Africa



International Women's Day Released "LeadHers: Life

Hero'ed African Women on

Lessons from African Women", a book featuring beautifully inspired stories & life lessons of 19 women from across Africa who are having a positive impact in society and breaking boundaries.

a new, lightweight version of the Instagram app for Android that uses less data

in Nigeria

Launched Instagram Lite

Introduced Instagram Lite,

and works well across all

network conditions. **Expanded our Third-party Fact-checking Programme**

electoral and political ads. Empowering people to see fewer social issues, electoral, and political ads, if they wish, whilst

in Kenya and Ethiopia

Launched Political Ads Transparency

Expanded our tools and policies to provide

unprecedented transparency and control on

requiring political advertisers to go through an authorization process and place "Paid for by" disclaimers on their ads.

To Congo-Brazzaville Announced a partnership with Congo Check

which aims to assess the accuracy and quality of news on Facebook and reduce the spread

of misinformation. **Hosted the Ethiopia**

Elections Media Roundtable

journalists in Addis Ababa to educate them around our work in safety and misinformation, our

partnerships as well as the ongoing work in supporting the elections.

Ahead of crucial elections,

brought together key

to expand third-party fact-checking, a program

Apr. **Tackling COVID-19 Misinformation** Partnered with WHO to connect people to accurate information and

COVID-19 vaccines.

reduce misinformation on COVID-19

authoritative information about

online, whilst promoting



and are using Meta technologies to inspire other creative artists and connect with communities.

#FacebookCreators: Spotlighting

content creators in Nigeria

Through video storytelling,

highlighted inspiring stories of

eight leading content creators

from Nigeria and Ghana who have

succeeded in their creative industries,

and Ghana

Celebrated Africa's growing cultural impact on the world through a global campaign that showcased African creatives and businesses from Kenya, South Africa, Nigeria, Côte d'Ivoire and Gabon.

and Lagos Food Bank Initiative are using the Facebook app to do good, extend goodwill and show love during Ramadan. **Rolled out COVID-19 Vaccine Frames** in Ghana and Nigeria Partnered with local Ministries and National Health Care agencies

Ramadan #MonthofGood

Highlighted the real-life stories of

how users such as Saratu Kassim

of Fertility Support Group Africa

frames, a feature allowing people to add frames and graphics to their profiles on Facebook and Instagram.

Expanded the Blood Donation

Launched the Blood Donations

feature, in partnership with the

(NBTS) and the National Blood

Transfusion Centre in Tanzania

and DRC respectively - helping

to connect blood donation

centres to donors.

Tanzania National Blood Service

feature to Tanzania and DRC

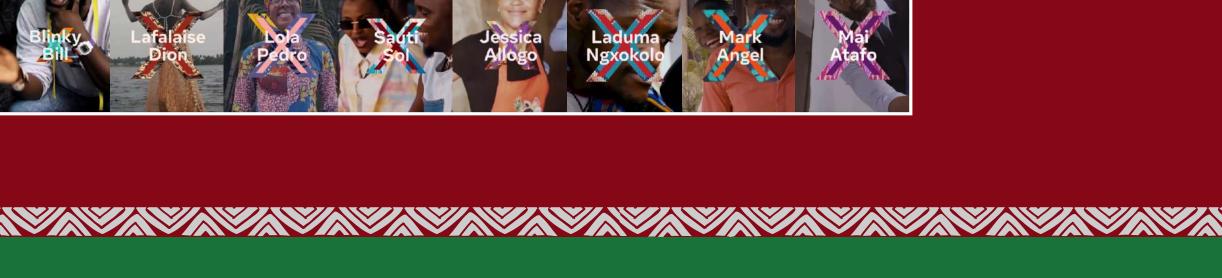
in Ghana and Nigeria

to launch COVID vaccine



May

Made by Africa Loved by the World



Partnered with Reuters on the Facebook

Journalism Project, a free e-learning

program to support journalists across

E-Learning For Journalists

Kenya, Nigeria, South Africa,

Zimbabwe, Zambia, Ghana,

Rwanda, Uganda and

Ethiopia to build

strong foundations

Celebrated Youth Month in South Africa



Jun.

in digital reporting and editing. **Empowered Online Communities** Facilitated virtual trainings to FACEBOOK 6 9 6 9 0 help empower online communities THINK, LEAD, GROW in Africa through the YOUR COMMUNITY 'Think, Lead, Grow Community'



practices, a new admin support

program and hacks for community

FACEBOOK

Chad, Mali and Senegal to launch a public service campaign raising awareness on child sexual abuse. **Unlocking Africa's Potential**

five advocacy organizations and non-profits in Cameroon, Burkina Faso,

Our NGO partnerships in honouring 'International Day of the African Child'

Partnered with Digify Africa to host the

Youth Digital Skills Forum which brought

and demonstrate the importance of

digital skills in contributing to youth

development and the economy.

together youth industry leaders to inspire,

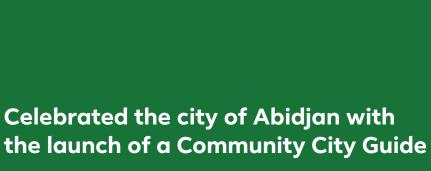
Commemorated the Day of the African Child by partnering with

Released findings from a study by Genesis Analytics exploring how social media powers small businesses in Africa. Focused on eight countries (South Africa, Nigeria, Kenya, Ghana, Mauritius, Senegal, Côte d'Ivoire and the DRC), the report highlights how Africa's economic development can be further enabled through the growth of the digital economy, whilst event. Focused on showcasing best providing insights on the important role Meta

products play in accelerating the economic

Expanded Transparency in Political Ads





diversity through Facebook

Community Groups sourced

attractions under the theme

expression in Cote d'Ivoire.

to Zambia and South Africa

running ads about political figures,

This feature also provides people with

political parties, the election or

"Get out the vote" campaigns.

the choice to see fewer electoral

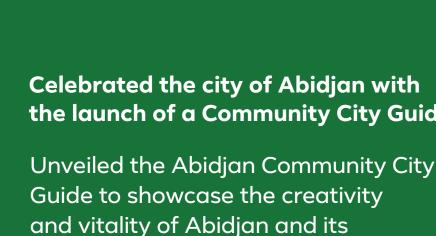
disclaimers.

and political ads with "Paid for by"

growth and development in the region.

Launched the ad authorization process in Zambia and

South Africa to verify the identity and location of anyone



"Abidjan is the sweetest", a popular

Launched Instagram Reel Ads in Jul. **25 African countries Expanded Reels Ads to countries** in Africa with the Reels feature on Instagram - enabling businesses on Instagram to reach greater audiences, and allowing people to• discover inspiring new content from brands and creators.

Announced new 2Africa Landings

Seychelles, the Comoros Islands and

southeast Nigeria.

Alongside eight local and global partners,

will extend the 2Africa cable system to the

Angola, whilst bringing a new landing to

announced the creation of new branches that

World Emoji Day



Created a #NoFalseNewsZone **Three Questions** Activated a media and consumer To Help Identify educational campaign in Nigeria

and South Africa to help people think

critically about the messages they

see and read online, how to identify

false news, and the actions that can

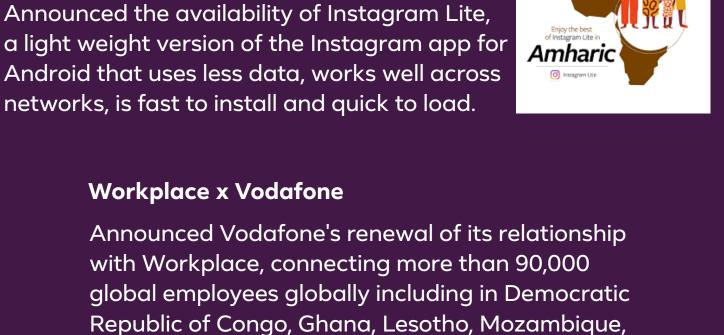
be taken to help minimise its spread.

networks, is fast to install and quick to load.

South Africa and Tanzania.

Workplace x Vodafone

Launched Instagram Lite in Swahili, **Oromo and Amharic**



False News

Rolled out Facebook Marketplace to 37 countries & territories across Sub-Saharan Africa Enabling more people to discover, buy and sell items from others in

their local communities. **Announced '2Africa Pearls'** Doing a Small Act. Having a Big Impact in Kenya Announced a new segment of the subsea cable called

'2Africa Pearls', which now connects three continents

— Africa, Europe, and Asia and will bring affordable,

high-speed internet to 3 billion people. The longest

subsea cable system ever developed, this extension

more than 45,000 kilometers.

World Mental Health Day

Commemorated World Mental

Health Day in Kenya and South

stories of people using Meta's

down health stigmas, raise

mental health.

Launched the first ever

technologies and tools to break

awareness of resources available

and build support networks for

Africa by highlighting the inspiring

brings the total length of the 2Africa cable system to

(2Africa)

their society and are using their online spaces for good, whilst championing for a better and safer world.



positive impact.

who will receive training, mentorship and

up to \$50,000 USD in funds to invest in

initiatives that extend their community's

I NOTED

Launched the 'Small Act, Big Impact' initiative, highlighting how

various community leaders in Kenya have positively impacted

#NoFalseNewsZone Comic Book in Africa Worked with selected partners to create a three-part comic Let's create a #NoFalseNewsZone book designed to help people think critically about the messages they see and read online, while educating people on the actions they can take to minimise the spread of misinformation and create a #NoFalseNewsZone online.

Supported the South Africa Municipal Elections Created to increase voter engagement and

continent with training and resources to reach

young people and equip them with information

connected world, both safely and responsibly.

and skills to help them thrive in a digitally

Reuters & Facebook Journalism Project

expansion in Francophone Africa

across Francophone Africa.

Phathu Nembilwi.

encourage South Africans to go vote, launched localised stickers for the elections in a partnership with Instagram and South African creator Rolled out 'My Digital World' Literacy Program across Sub-Saharan Africa Provided educators and trainers across the

Expanded the Reuters and Facebook Journalism Project to media in 17 countries

Rolled out the first dedicated SMB WhatsApp Bot

accessible way for SMBs in English speaking Africa to learn more about how to grow their business on Facebook, Instagram and WhatsApp.

Launched 'Facebook Business Coach'

on WhatsApp, an innovative and easily-



country.

Nov.

0 Ne répondez jamais à un message direct envoyé par un compte prétendant être Instagram. Instagram ne vous envoie jamais de messages directs. Lorsque Instagram souhaite vous contacter, un e-mail vous est envoyé dans l'onglet Instagram de Paramètres > Sécurité.

Helped Users Stay Safe on Instagram in Francophone Africa

Outlined our ongoing Safety & Security Work in Ethiopia

Introduced various proactive

focused on keeping people in

platforms, in response to the

product and policy updates

the country safe on our

evolving situation in the

Rolled out an Instagram awareness campaign in Cameroon, Côte d'Ivoire and Senegal to re-educate the

with Facebook aimed at training and equipping over 5,000 SMBs in Ghana on using digital tools and technologies to grow their business.

Rolled out #Changemakers campaign,

and economic crisis.

#SheMeansBusiness launch in Kenya

training programme aimed at equipping

need to grow their business.

Launched #SheMeansBusiness in Kenya, a

female entrepreneurs with the skills that they



Over **80,000** SMBs trained through Meta Boost

(formerly Boost with Facebook) and #SheMeansBusiness More than **65,000** people trained in digital literacy across

2021 Impact in Numbers

Graduated 338 youth through the Digify Pro programme focused on digital marketing careers, with nearly 70%

Across the available 12 countries in Sub-Saharan Africa with the Blood Donations feature, over 3.9m Facebook users have signed up to receive blood donation notifications from local

Cote D'Ivoire, Senegal, Zambia, Ethiopia) Engaged with over 400 human rights stakeholders from **35 countries** across Sub-Saharan Africa

Meta

getting jobs

eight countries (South Africa, Nigeria, Kenya, Ghana, blood donation centers

continent.

across 13 countries

in Africa's storytelling Announced the opening of the grants and mentoring program "Future Africa: Telling Stories, Building Worlds" aimed at boosting the use of Virtual Reality in Africa's storytelling and helping to shift negative stereotypes about the

Africa No Filter & Meta fund to Improve Virtual Reality

community on how to stay safe on Instagram - focused on protecting privacy, phishing and scams.